

Greater New York's Greatest Store.

GREATER NEW YORK'S GREATEST STORE.

Greater New York's Greatest Store.

Bloomingdale's

3rd AVE 59 & 60TH STS

EASTER SALE

OF BRIGHT NEW

SPRING GOODS

IN ALL DEPARTMENTS.

Easter Millinery.

MOST EMPHATICALLY the greatest display of imported Bonnets, Round Hats, Turbans ever made in this country. Hundreds of designs that can be seen nowhere else. Also a very extensive exhibit of American Millinery from our own work-rooms.

SPECIAL.—We show a number of very attractive styles, at MODERATE PRICES. They are a revelation to buyers. It will certainly be to your advantage to visit our Millinery Department.

UNTRIMMED HATS.

Untrimmed Hats in all the new fancies and plain braids, chip, Benic, Armure, Milan, Tuscan, &c.

SPECIAL.—Chip and Fanny. Sew in all the most fashionable shapes and colors, at.....
Children's Untrimmed Hats, Sailors and Legions, at special prices.
Also a special line of Children's Trimmed Hats, specially trimmed for Easter—very pretty and extra good value, at.....

FLOWERS.

Great Easter Sale of Flowers. 1,000 dozen assorted sprays of fine French Flowers, at.....
Silk and Muesli, 3 in a bunch, and 3 buds.....
Violets, Roses, Mignonette, foliage of all kinds, Agrostes and Plumes, full assortment. Complete line of ornaments, Steel, Jet and Rhinestones.

Silk Waists, \$1.87.

SPECIAL.—50 China Figured Silk Waists, all new patterns and colors; cut is an exact reproduction; lined throughout; perfect fitting and well made; separate belt; all sizes; value \$2.50, at.....

Easter Parasols.
SPECIAL.—An exquisite line of Parasols in chiffon, China silk effects, with enamelled and Dresden handles, at \$1.00, \$1.50 and.....
Also 100 Misses' and Children's Parasols in white, colored and Dresden silks, in plain and with ruffles and lace, real value from \$1.25 to \$2.50; special at \$1.00, 70c, 50c and.....

Maddock's Crockery.
We are still continuing the sale of Maddock's White Porcelain and offer this week the remainder of the stock at very low prices.

Maddock Porcelain Teapots, at.....
Maddock Porcelain Sugar Bowl, at.....
Maddock Porcelain Cream Pitcher, at.....
Maddock Porcelain Bakers, 6c, 9c, and.....
Maddock Porcelain Toilet Set, 6c, 7c, and.....
Maddock Porcelain Jugs, 5c, and Maddock Porcelain covered Vegetable Dishes, at.....
Maddock Porcelain Dinner Set, consisting of 10 pieces, at.....
Fine Porcelain Dinner Set, consisting of 120 pieces, decorated with filled-in flowers; considered cheap at \$20, last week; White Carved China wide Tea Cups and Saucers, at.....

Groceries---Special.
We keep the Very Highest Grades, and no other. Prices quoted are good for this week only.

Maine Corn, extra fancy, at.....
Marrowfat Peas, high standard, at.....
Early June Peas, high standard, at.....
French Peas, strictly fine, delicious, at.....
Asparagus, large can, fine flavor, at.....
Edam Cheese, very fine, extra large loaf, at.....
Cherries in Marasquin, very fine, large bottle, at.....
Finest Preserved Ginger, quarter pot, at.....
Finest Crystallized Ginger, 1-lb. box, at.....
Wienbaden Preserved Red Cherries, White Cherries and Apricots, large bottles, at.....
Mackerel (No. 1), no heads nor tails, 10-lb. pack, at.....
Scott's Herring (all Milners), extra fancy, per keg, at.....

Passover Gr. caries, Wines, &c.
Special Department for Passover Gr. caries, Wines, &c., now open.

Wine Dept.
Old Alto Douro Port Wine, a choice imported wine, suitable for building up weak persons; guaranteed absolutely pure; per bottle, at.....
Finest California Sherry, at.....
Wine Imported from France, at.....
Special for this week only; our regular \$4.00 Whiskey, per gallon, at.....
Guinness Stout, bottled in England, per dozen, at.....

Men's Half Hose.
Men's 4-thread Lisle Thread Half Hose, French feet, double heels and high spliced, in stainless colors; this line has never been less than 50c, to close at.....

Outing Goods---Special.
Child's All-White Mexican Grass Hammocks, with iron end protectors, well made and strong, at.....
Full Size, braided edge, colored, iron end protectors, at.....
All other styles at special prices.

Glassware.
Toy Garden Sets, 3 and 4 piece sets, all steel and very durable, usually sold at 40c; Monday at.....
Baseballs, popular makes, each.....
Boys' Fishing Mitts, at.....
Fishing tackle at very moderate prices.
Extension Roller Skates, per pair, at.....

Ladies' Suits.

A splendid showing of bright new styles, suitable for present wear. As in former seasons, the display includes many exclusive styles of our own importation, but the exhibit will be LARGER, FINER, BETTER, and therefore much more interesting than ever before.

Our assortment of Ladies' Suits, at \$19.75, \$24.75 up to \$75.00, is especially rich in original style.

Ladies are surprised to see 29.75 what a lovely suit we sell for! We are certainly Headquarters for High-Class Garments at popular prices.

Our double-breasted Eton Jacket and Gode Skirt Serge Dress, at.....

Is just as perfect a suit as other houses are selling as grand bargains at \$10.00.

Ladies' Jackets.
2 Special Lots of spring weight Cloth Jackets at.....
All perfectly new, secured at cut prices because the maker was in financial trouble; not made over three weeks; would be cheap at \$5.00 and \$10.00.

Our stock of Ladies' Jackets at \$2.98 to \$25.00 contains hundreds of very beautiful garments.

Ladies' Capes.
Capes in all the approved styles and materials at much lower prices than same quality are sold elsewhere. Ladies who look at our goods and prices are surprised at the very great saving that is shown on a single garment.

Misses' and Children's Cloaks.
Special Easter collection of Children's and Misses' Garments of superlative quality and most recent styles at particularly reasonable prices. The very latest fashions reproduced at popular prices.

Children's Reffer Jackets, in substantial, good wearing, all-wool cloths, all colors, sizes 4 to 14 years; all one price, at.....

Superior Reefers, trimmed with braid, very neat, all colors, sizes 4 to 14, at.....
Very pretty Child's Reefers, fancifully made, at.....
Stylish Reefers, sailor collar, belted back, trimmed with black or white, all sizes, at.....

Our stock of Misses' Jackets and Children's Reefers is simply immense, our assortment of styles at less than \$10.00 surpasses that of any two popular stores put together.

Men's Neckwear.
Butter Collar Collars of all kinds, all styles, all patterns, hundreds of them all at one price, \$1.00 each was very cheap for them.

Ostrich Feather Boas, nicely curled black, 1 1/2 yards long, cheap at \$3.50, at.....
Ostrich Feather Collarettes, cheap at \$1.25, at.....

Table Silverware.
SPECIAL SALE OF TRIPLE PLATED SILVERWARE from one of the best makers in this country at one-half their value. They embrace Butter Dishes, Fruit Stands, Cake Dishes, Five-Bottle Dinner Casters, Four-Bottle Breakfast Casters, Pickle Dishes, Condensed Milk Holders and Sugar Bowls. Most of them are handsomely hand engraved, usually retailed from \$2.50 to \$5.00 each; choice of any style at.....

Glassware.
Cut Glass Tumblers, dozen, at.....
Cut Glass Mustards, silver-plated tops, at.....
Cut Glass Finger Rings, at.....
Cut Glass Sugar Sifter, silver-plated top, at.....
Cut Glass Syrup Jugs, at.....
Cut Glass Decanters, worth \$1.50, \$2.00 and \$2.50, all at.....

A few hundred pairs of Men's heavy Craven Tan, sold at our recent big sale for 50c; they are full weight and would make a good glove for driving; Every man should have a pair of our Warranted Castor or Suede Gloves, in tans or grays; other houses hold them at \$1.50, but our price is.....

Photograph Gallery.
Newest and most perfect equipment in New York. Very finest photography cannot be surpassed at special prices.

Bloomingdale's

3rd AVE 59 & 60TH STS

SALE EXTRAORDINARY.

THE TRADE ASTOUNDED.

E. S. JAFFRAY & Co.,

Wholesalers.

AT LESS THAN HALF PRICE.

NOTE.—The firm of E. S. JAFFRAY & CO., for which receivers have just been appointed, was not only one of the oldest, but also one of the very largest importers and wholesalers in this country. They carried only goods of the better grades and catered to the finest wholesale trade in this country. We have succeeded in closing out a tremendous stock of their most desirable goods on such a basis that we are enabled to offer them to our customers at very much less than Half Price. Our huge purchase has created a sensation in the trade. The qualities, the styles, the prices at which we shall offer them will create a greater sensation. These are very fair samples of what we shall offer:

E. S. Jaffray & Co.'s E. S. Jaffray & Co.'s E. S. Jaffray & Co.'s E. S. Jaffray & Co.'s

15c. to 25c. Ribbons, 8c.

4,000 yds. Fancy Ribbons—Stripes, Checks, Plaids, Brocades, Combination Colors—3 inches wide; 1,000 yds. Black Faint and Brocades, 2 inches wide; 1,500 yds. Satin and Gros Grain, in black and all shades, 2 inches wide; 6,000 yards in all; usual prices 15c. to 25c. per yard; all at 8c. per yard.

4,000 yards fine Stripes, Checks, Plaids, Brocades, Combination Colors, 3 and 4 inches wide; 1,000 yards Black Taffeta, Black Moire, Failles and Brocades, 3 inches wide; 2,500 yards Satin and Gros Grain, Black and all colors, 3 1/2 inches wide; 2,000 yards in all; usual prices 25c. to 50c. per yard; all at 15c. per yard.

2,000 yards handsome Brocades, Stripes, Checks, Broken Plaids, Combination Colors and Gauze, 4 inches wide; 1,500 yards Satin and Gros Grain in Black and all colors, 4 1/2 inches wide; 500 yards Fancy Black, 4 inches wide; 4,000 yards in all—usually 35c. to 45c.; all for 10c. per yard.

3,000 yards handsome Silk Dresden, Flowered Effects, Brocades, Stripes, Plaids, Checks, Black and White Stripes, all Black—4 to 5 inches wide, usually 50c. to 75c. per yard; all at 25c. per yard.

Dresden Stripes, Checks, Plaids and Fancy Ribbons of all sorts—5, 7 and 10 inches wide; usual prices 75c. to \$2.50 per yard; all at 40c.

10-Yard Pieces for 10c.
5,000 pieces No. 1 Satin and Velvet Ribbon, all colors, in 10-yard pieces, at 10c. per piece. SEE WINDOWS.

Dressmakers, Milliners and the Trade, as well as the general public, will find it a most extraordinary opportunity.

New Laces, Big Values.
Liere Trow-Trow and hundreds of other styles, widths from 5 to 12 inches, sold in stock from 20c. to \$1.00 yard, at 10c. to 20c. per yard.

Real Crochet, Vandyke points, black only, 5, 7 and 10 inches wide, was \$2.95 to \$4.75 yard, all at, yard.....

Headed Nets, handsome patterns, 27 inches wide, cheap at \$1.00; all at, yard.....

Butter-colored open-work Swiss Embroidery, 25 patterns, hand-drawn, 7 inches wide, insertions to match, 2 inches wide; very cheap at 50c. and 55c. a yard, all at.....

Handkerchiefs.
Ladies' and Gentlemen's Old Initial Handkerchiefs, sold from 25c. to 50c., all at.....

Ladies' Fine Embroidered Scallop Border Handkerchiefs, slightly imperfect, hundreds of patterns, some are worth 35c. each, all at.....

Gentlemen's Pure White Japanese Silk Hemstitched Handkerchiefs, 22 inches square, 1 1/2 inch hems, very cheap at 65c., all at.....

Ladies' Fine White Irish Linen, hand-embroidered, scalloped border Handkerchiefs, sold at \$1.00 and \$1.50, at 50c. each, all at.....

Silks at Half Price.

5 LOTS of newest spring silks will be placed on sale Monday morning at prices that should make them move rapidly. We advise an early call.

45% Lvs S Black India 29c.
Lot 1—5,000 yards Lyons Black India Silk, strong and durable, good value at 45c., at.....

60c. Black Surah, 39c.
Lot 2—3,000 yards extra strong quality, Double Warp, Black Surah Silk, rich and lustrous, guaranteed pure silk, cheap at 60c., for.....

85c. Figured Taffetas, 55c.
Lot 3—1,500 yards Black Figured Taffetas, lovely designs and splendid quality, such as other houses sell at 85c., at.....

90c. Colored Taffetas, 59c.
Lot 4—Colored Striped and Figured Taffetas, all new effects, very rich colorings; positively worth 90c., at.....

Silk Crepons, 39c.
Lot 5—Silk Crepons, in all the latest colorings, good strong quality, latest shades; excellent value.....

Black Dress Goods.
60c. Figured Mohairs, 39c.
5,000 yards of Black Figured Mohairs, value 60c., at.....

75c. Black Storm Serge, 49c.
4,000 yards 46-inch Black French Storm Twill, value 75c., at.....

85c. Black Crepons 59c.
3,000 yards of Black, All-Wool Imported Crepons, value 85c., at.....

\$1.00 Black Figured Mohair 75c.
2,000 yards of Mohair figured Black Crepons, value \$1.00, at.....

85c. Black Storm Serge 59c.
1,500 yards of 50-inch Black, All-Wool Storm Serge and English Chevots, value 85c., at.....

Just Landed.
1 case of 40-inch Black English Mohair figured Gloves, the latest novelty, value \$1.00, at.....

Also, 100 pieces of Black English Skirting Moreen per yard, at.....

.39 Satin-3t ipa Rayure, .25.
50 yards of Satin-Stripes Rayure de Soie, in all colors, also Satin-Stripes Chiffons, in dark and light grounds; value 35c., at.....

.59 Whipcord Suitings, .35.
5,000 yards of All-Wool Imported Whipcord Vigoureux; value 50c., at, per yard.....

4,000 yards 50-inch and Wool Spring Chevots, in a large variety of colorings; value 60c., at.....

\$1.00 Silk Novelties, 49c.
300 yards of silk figured and checked Novelties exact copies of imported fabrics, selling at \$1.00 and \$1.50, at 49c. each, all at.....

Dollar Crepons, 69c.
2,000 yards of all-wool Imported Crepons, in a full range of colorings, value \$1.00, at, yard.....

15c. Serpentine Crepe, 82c.
10,000 yards of extra quality Serpentine Crepe, in evening and street shades, value 15c. yard, Big lot of Mohair Glace in plain colors, and fancy stripes.

8,500 yards of striped Mohair Glace, in a variety of colors and designs, per yard.....

2,500 yards of Plain Colored 42-inch Mohair Glace, extra finest, high lustre, at, per yard.....

All our 50c. quality Navy Blue Storm Serge, at, per yard.....

All our 60c. Navy Blue Storm Serge, at, per yard.....

All of our \$1.00 Navy Blue Storm Serge, at, per yard.....

Dressmakers' Supplies.

Notions and Small Wares. Important Sale begins Monday. Hundreds of items at special prices—all as good in every way as the few that we can find space for:

French Basting Cotton, large spools, per doz.....

Black and Colored Sewing Silk, per doz.....

Hooks & Eyes, No. 3, black and white, per gross.....

Hooks & Eyes, No. 4, black and white, per gross.....

Pure Rubber Dress Shields, cambric covered, No. 2 at 65c. doz.; pair.....

Pure Rubber Dress Shields, cambric covered, No. 3 at 90c. doz.; pair.....

Pure Rubber Dress Shields, cambric covered, No. 4 at \$1.10 doz.; pair.....

Velours Dress Shields, No. 2, per pair.....

Velours Dress Shields, No. 3, per pair.....

Silk Trussing Binding, black and white, 9 yds., \$1.50 doz., per piece.....

Fine Cotton Bone Casings, silk stitched, all colors, \$1.00 doz., per piece.....

All Silk Taffeta Ribbon, 9-yd. pieces, full width, \$1.05 doz.; per piece.....

Extra quality Cotton Tape, 1/2 inch wide, large rolls.....

English Ribbon Wire, black and white, 10-yd. pieces, for.....

Twin Steel Dress Stays, all colors and sizes, 75c. gross, per doz.....

Japanned Clock-Springs, Dress Stays, 33c. gross; per doz.....

Silk Moire Dress Belting, black and white, 10-yd. pieces, for.....

Silk Serge Dress Belting, black and white, 10-yd. pieces, for.....

Popular Skirt and Sleeve Tender, all colors, doz. vls.....

Black Alpaca Binding Braid, 24-yd. pieces, for.....

French Horn Bone—7 in. 8 in. 9 in. 10 in. 11 in. gross doz.....

36-in. Selected Whalebone, \$1.07 gross; dozen.....

26-in. Selected Whalebone, \$1.25 gross; dozen.....

Wash Fabrics.

800 pieces the new Plisse Suitings, the prettiest wash fabrics out, exact copies of French goods, at 25c.....

In this lot are included fast black and mourning styles.

120 pieces choicest French designs Batiste, 40 in. wide.....

250 pieces Drap de Vienne, very choice fabric, Gaufré, super chic styles, at, per yard.....

100 pieces Fulle Francaise, exact copies of silks.....

Crinkle Seersuckers, all choice styles, 32 in. wide, worth.....

120 Challies, pretty designs.....

100 Hardered Gingham.....

Underskirts.
Special—200 Moreen Skirts, with 4-inch ruffle, bound with velvet, usually \$2.48.....

Special—50 Black Gros Grain Silk Skirts, with Moire figure, 7-inch corded flounce and dust ruffle, usually \$3.00.....

Wrappers, Special.
Fine Foulard Sateen Gowns, black and white figured and all black, Watteau back, large sleeves and ruffle, usually \$1.50.

Finest French Sateen Black Ground Figured Cape, trimmed with 12 rows ribbon and wide streamers, beautiful new garment, usually \$4.00.....

100 dozen Best Print Wrappers, Watteau back and ruffle.....

Ladies' Underwear.
Odds and ends in very fine Cambric Night Gowns, elaborately trimmed with white and colored embroidery, lace and ribbon; also fine white lawn, trimmed with plate Valenciennes lace and insertion, large sailor collar, regular prices from \$1.49 to \$2.25; at.....

Ladies' Umbrella Skirts of fine Cambric, with ruffle of French Embroidery and Point de Paris Lace; at.....

Ladies' fine white Flannel Skirts, with four-inch hem and seams feather stitched.....

G. B. Corsets
Special sale of C. B. La Spille Corsets, (all sizes, black, white and drab, splendid value at.....

59c.
The Improved Beauty Waists, for children of all ages, of very fine heavy satin jean, with a double row of tape buttons.....

INFANTS' WEAR.
Beat this Infant's Outfit if you can for the money.

4 fine Cambric Night Slips, 26c.

2 fine Cambric Day Slips, with emb., 28c.

1 fine Cambric Dress, with emb., 30c.

3 Flannel Skirts, 29c.

3 Flannel Bands, 15c.

Bloomingdale's

3rd AVE 59 & 60TH STS

MEN'S CLOTHING.

ENTIRE SPRING STOCK OF

MAX ERNST,

626 Broadway, at Less than Half Price.

Garments bearing the Napoleon trade-mark need no introduction to the people of America. They are on the counters of the leading merchants—North, South, East, West—wherever the highest grades of clothing are sold. Our customers, as well as ourselves, will therefore be pleased to know that we have succeeded in closing out the entire spring stock upon such a basis that we are enabled to offer these goods at less than half regular prices.

You who have worn ready-made clothing and you who have never worn it are invited to see this handsome stock. Don't judge of the quality by the prices. See the window. Come closer, examine the cloth, the make, the style, the fit. "Impossible!" you exclaim, as you look at the price-ticket. A fact, nevertheless—and one that every man or youth who reads this paper should be quick to take advantage of.

The man who is skeptical of all advertising is especially asked to come and see. It will be a revelation to him. He'll be a believer when he sees these—no doubt about that. Think of it! \$50,000 worth of Men's Tailor-Made Clothing to be sold right here in Bloomingdale's Dry Goods Store at LESS THAN HALF USUAL PRICES.

The great crowds—and our determination to give most painstaking attention to the perfect fitting of every customer—will make it IMPOSSIBLE for us TO FILL MAIL ORDERS for these suits. Even though you live a considerable distance away, we recommend an EARLY PERSONAL SELECTION as the best way to secure one of these most extraordinary bargains. Sale begins Monday, April 1.

LOT 1. AT 6.88.
Double and single breasted Sack Suits, made of strictly All-wool Cheviots and Tweeds; all of latest designs in neat Pin Checks and Mixtures; dark, medium and light colorings, also plain Black and Blue; regular retail prices 13.50 to 15.00. All at.....

LOT 2. AT 8.88.
Elegant and noble Suits, Sacks or Frocks, comprising these materials; Fancy Cassimeres and Homespuns in dark and medium shades, finished and unfinished Worsteds, Serges and Diagonals, including many black and blue styles; such garments sell everywhere at 16.00 to 18.00. All at.....

LOT 3. AT 10.88.
Fine Tailor Made Suits in the '98 Frock and Sack styles, cut from such cloths as "Lodenwale", Thibets, "Globe", Worsted, "Harris" Silk Mixtures, and other standard Woollens; trimmings and workmanship perfect; they would be cheap at 20.00 or 22.50. All at.....

LOT 4. AT 12.88.
High class Cutaway Sack and Frock Suits; no room for improvement as to fit, style or finish; "Hockenham" Worsteds, "Bannockburn" Cheviots, some silk lined; exquisite colorings; Vicunas, also blue and fancy Serges; tailors would charge no less than 25.00 to 30.00. All at.....

LOT 5. EXTRA LARGE.
Suits for men of large proportions; cut after the latest method; comprising fabrics of subdued patterns; regular prices would range from 15.00 to 25.00. Our prices.....

LOT 6. SHORT AND STOUT.
A stout man is naturally good-natured, but he loses his temper buying clothes. "Too large around the chest," "Too small around the waist," "Too long in the sleeves and legs," that's the usual experience, but the style we offer will FIT PERFECTLY, your tailor would charge you 20.00 to 30.00 to fit you out, we will do it for.....

LOT 7. YOUTHS' SUITS.
Single and double breasted Sacks; black, blue and fancy colorings of all-wool Cassimeres, Cheviots and Tweeds; strong and stylishly made; endless variety; many lots worth more than double. All at.....

LOT 8. SPRING OVERCOATS.
We have already sold Overcoats SO CHEAPLY that people are amazed, but THE END IS NOT YET; this lot comprises Venetians, Covert Cloths, Clay Diagonals, in black and fancy, and other fine fabrics; elsewhere you have to pay 10.00 to 22.50. Our special prices.....

Coats and Vests.
5-Button Frocks and Sack Coats, fine imported diagonals, strictly tailor made, the \$12.00 to \$20.00 Coats and Vests, at.....